

ST. PATRICK'S DAY PLANNER (Social Norming)
SAMPLE NEWS RELEASE

Don't depend on dumb luck
this St. Patrick's Day.

Friends
Don't Let
Friends
Drive Drunk.
Designate a Sober Driver.

Note: before filling in the names of the Organization and Organization spokesperson, you *MUST* contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out the press release.

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, E-mail]

Friends Don't Let Friends Drive Drunk
This St. Patrick's Day

Don't Depend on Dumb Luck—Designate a Sober Driver Before the Party Begins

[City, State]— In 2004, 48 percent of all traffic fatalities that occurred during the evening of St. Patrick's Day to the early hours of the following morning involved drivers with blood alcohol concentrations (BAC) of .01 and higher. Of those fatalities, a vast majority were crashes where the driver's BAC was .08 or higher – the illegal limit in all states, including the District of Columbia and Puerto Rico. This year, the risk may be even higher since St. Patrick's Day will be celebrated on a Friday night.

That's why [Local Leader/Organization] announced today they are joining forces with other federal, state and local highway safety and law enforcement officials across the nation to remind all of those who plan on using alcohol during St. Patrick's Day festivities this year to act responsibly by designating their sober drivers before the parties begin.

"St. Patrick's Day has become a big night out for many Americans—particularly among young adults. But it has also become a dangerous night on our roadways due to impaired drivers. And since St. Patrick's Day falls on Friday this year, we are working hard to remind everyone that *Friends Don't Let Friends Drive Drunk.*" said [Local Leader]. "Whether you are meeting a few friends at the local pub after work or attending the [big local parade/party], if you plan on using alcohol, never drive while impaired—and never let your friends drive if you think they are impaired."

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Designating a sober driver and not letting friends drive while impaired are just two of several simple steps to help avoid a tragic crash or an arrest for impaired driving. Other important tips include:

- If you're impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely;
- Use your community's Sober Rides program **[Insert your local Sober Rides specifics here]**;
- Report impaired drivers to law enforcement;
- Always buckle up—it's still your best defense against an impaired driver.

Impaired driving is one of America's deadliest problems. Overall in 2004, over 15,000 people died in highway crashes involving a driver or motorcycle operator with a BAC of .01 or higher. Of those, nearly 13,000 were in crashes where the BAC was .08 or higher.

"Driving impaired or riding with someone who is impaired is simply not worth the risk," said **[Local Leader]**. "Not only do you risk killing yourself or someone else, but the trauma and financial costs of a crash or an arrest for driving while impaired can be really significant."

Don't depend on dumb luck this St. Patrick's Day. Designate your sober driver before the party begins.

For more information, please visit www.StopImpairedDriving.org.

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